

# AI

AND BUILDING  
THE FUTURE-READY  
ORGANIZATION



*infinia*

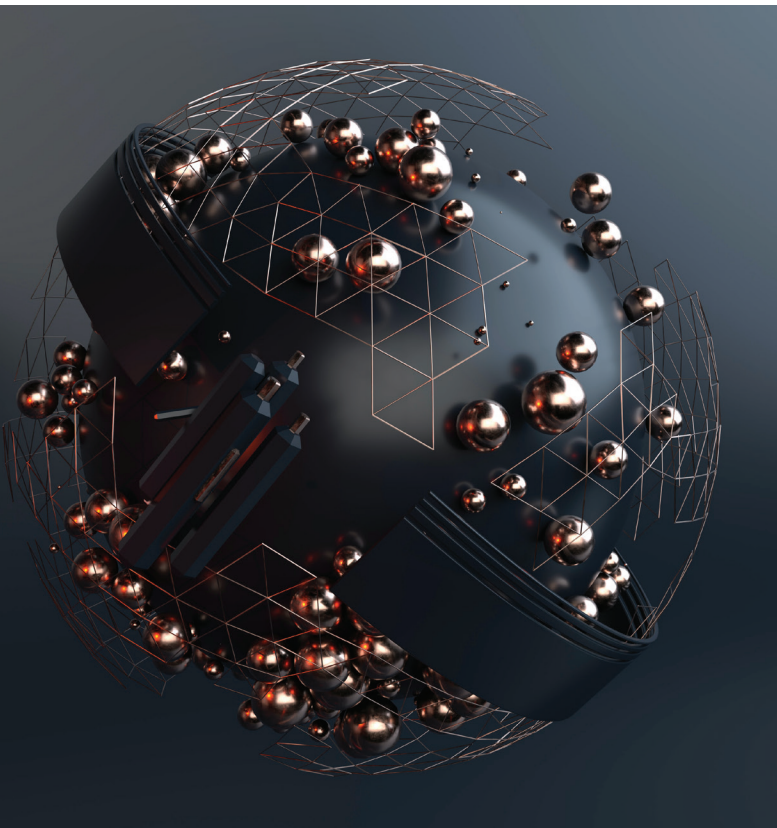


# AI

## AND BUILDING THE FUTURE-READY ORGANIZATION

RON CAPPELLO AND LIZZIE KUPERSMITH, Infinia Group LLC

MARCH 2023



A well-known poster states  
“stay calm and carry on.”

The same can be said for the many predictions about how disruptive ChatGPT and AI will be in all aspects of our lives. Are we entering the age of AI and machine learning? Yes. Does it mean that people will lose out to technology? No. Will combining AI and people be the newest form of effective collaboration between man and machine? I think so, and here’s why:



## One

Technology has been influencing our work and private lives for centuries. History may not repeat itself, but it does often rhyme, and AI is a new and important hinge on the door of history, and new doors opening means new vistas of opportunity to be seen, sorted, and acted upon. The key is staying awake, keeping our minds and eyes open, and embrace that it will be an exciting, albeit bumpy, path into tomorrow.

## Two

The speed at which new technologies are being introduced is accelerating, but humans are still human. Therefore, the adoption of AI will happen at a more reasonable rate than most “futurists” predict.

## Three

When presented with something new and potentially disruptive, how we’ll respond is never driven by rationality alone. It is a tangled, interconnected wiring of personality traits, cognitive styles, and identity-linked worldviews.

In crafting copy, a wrong word choice or inappropriate framing can create instant rifts—no matter how logical or targeted the messaging seems. On the other hand, the correct language can make a message click like a key in a lock. Behavioral science studies have shown that empathetic resonance can succeed where attempts to convert will backfire. To get started, here are three areas where you can deploy ChatGPT to influence the tone and manner of your communication strategy right away:

# 1. Versioning

Behavioral science studies have shown that tailoring the language, tonality, and framing to a specific audience who is wired a particular way boosts the effectiveness of that message. ChatGPT can be used to do a form of segmentation and versioning.

# 2. Simulating Dialogues

We can often benefit from a trial run of interactions or conversations. By prompting ChatGPT with a goal and different audience profiles, it can write dialogues to help aid and instruct us on what to say and how to say it. For example, a doctor could use it to prepare for speaking with a patient with real concerns about a procedure or even vaccinating their child.

# 3. Crafting Relevant Analogies

Many technical, financial, or scientific concepts need simple, clear, relevant analogies to convey meaning. ChatGPT can be prompted with the challenge and create several analogies that may work. Additionally, it can be told to create different analogies for different audiences. For example: “Explain how vaccines work using easy-to-understand, clear, and jargon-free analogies for each of four different audiences: a well-educated parent; a parent with less than a high school education; a teenager; a six-year-old child.”

# Putting Prompts into Practice

Here are four steps to putting ChatGPT into practice in versioning, simulating dialogues, and crafting relevant analogies:

- + Prompt the ChatGPT to incorporate relevant behavioral science principles
- + Prompt it to identify some opposites within each principle as audience segments, such as high or low versions of a personality trait or prevention versus promotion focus.
- + Ask it to craft different versions of the same goal-related messaging to best resonate with each of these profiles.
- + Tell it the length and format (letter, dialogue, etc.).

Learning how to put something to work is more important than knowing how something works; “tell me the time, not how a watch works” comes to mind. Does it help to know the basics of how something works? Sure. But what matters most is anticipating the impact on the people and the culture of your organization and how to get their support to always be future-ready and to be welcoming of what’s next. ■

WE MAKE  
THE COMPLEX  
**SIMPLE** AND  
THE SIMPLE  
MEMORABLE

INFINIA GROUP LLC

New York

[www.infiniagroup.com](http://www.infiniagroup.com)

We create simple brand strategies, designs and communications that move markets, organizations — and the world — forward by collaborating with our clients to change experiences in ways that positively impact the behaviors of customers, employees, investors and policymakers. We make this happen by transforming complexity into simplicity and ensuring what is simple becomes memorable.

Select Clients:

